



OPEN  
SPACE

KANSAS CITY  
ARTS EXPERIENCE  
AUG 25 - OCT 28  
2018

## Open Spaces Recap Video





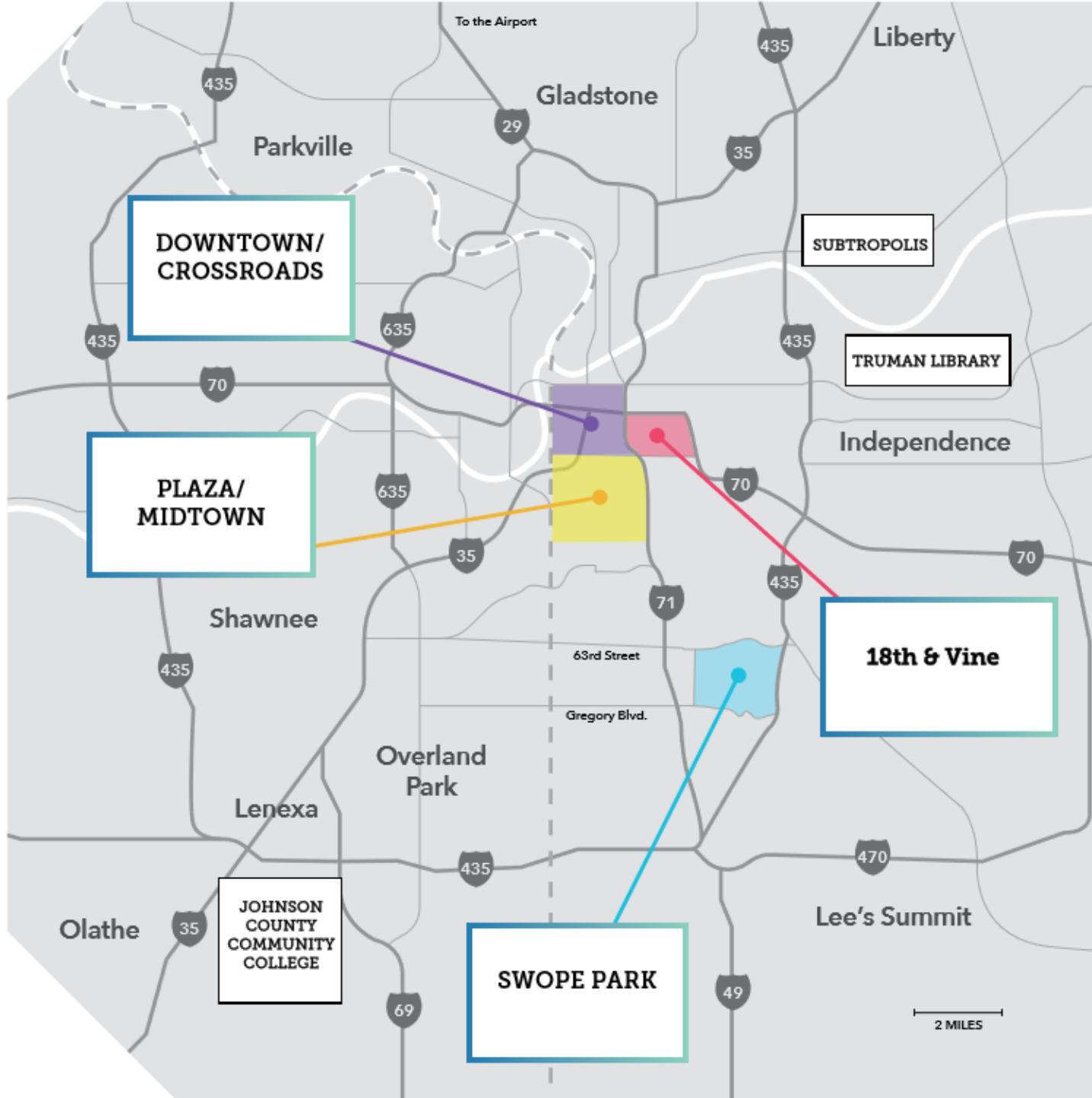
62 DAYS | 200 ARTISTS | 1 CITY

EXPLORE ART

The intangibles of Open Spaces are difficult to quantify as sheer numbers do not demonstrate how Open Spaces moved so many individuals through the power of art. The 62-day event introduced new perspectives of our city and our community, so we felt it was important to capture a wide variety of metrics from several different mediums. Enjoy.

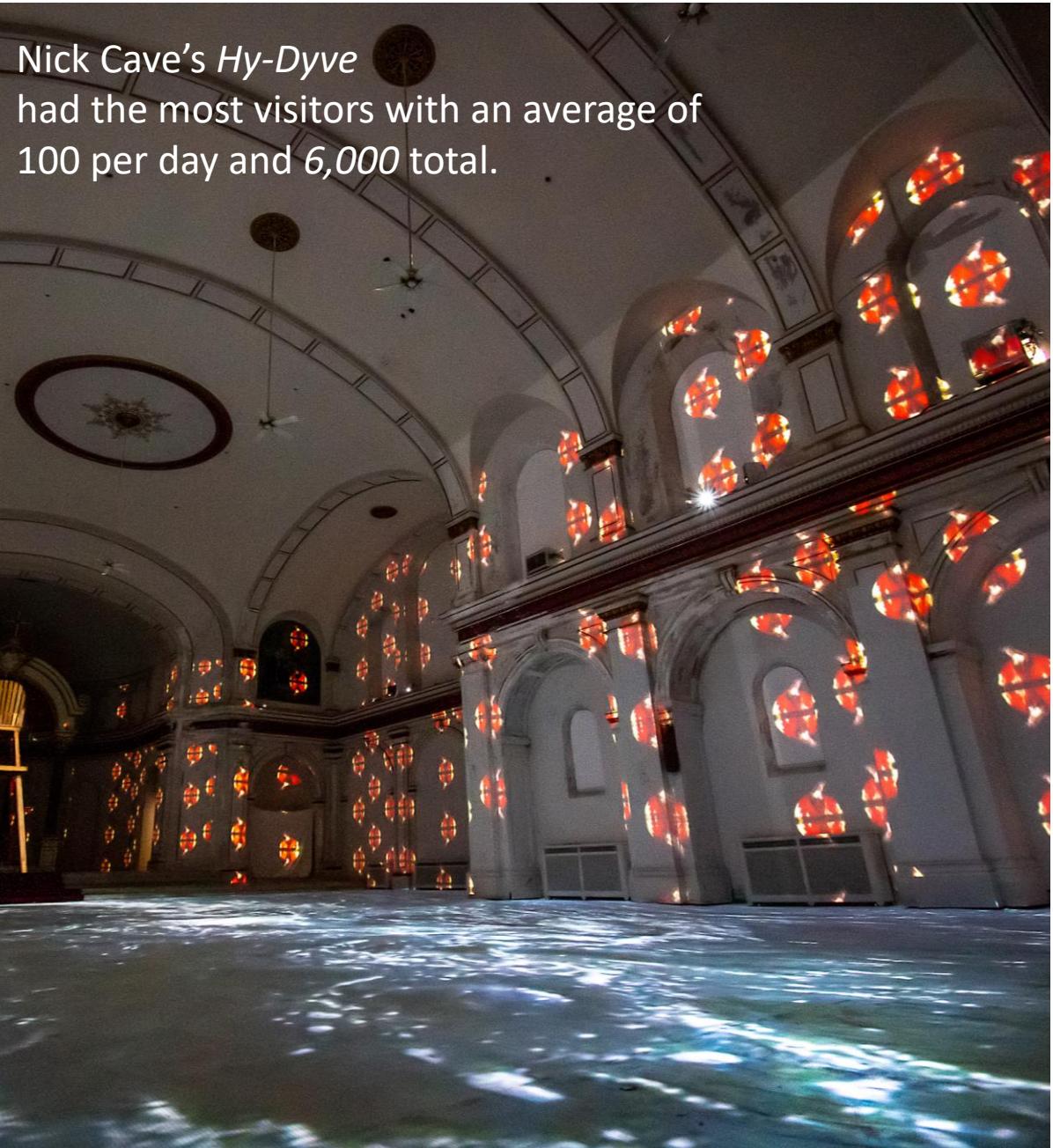
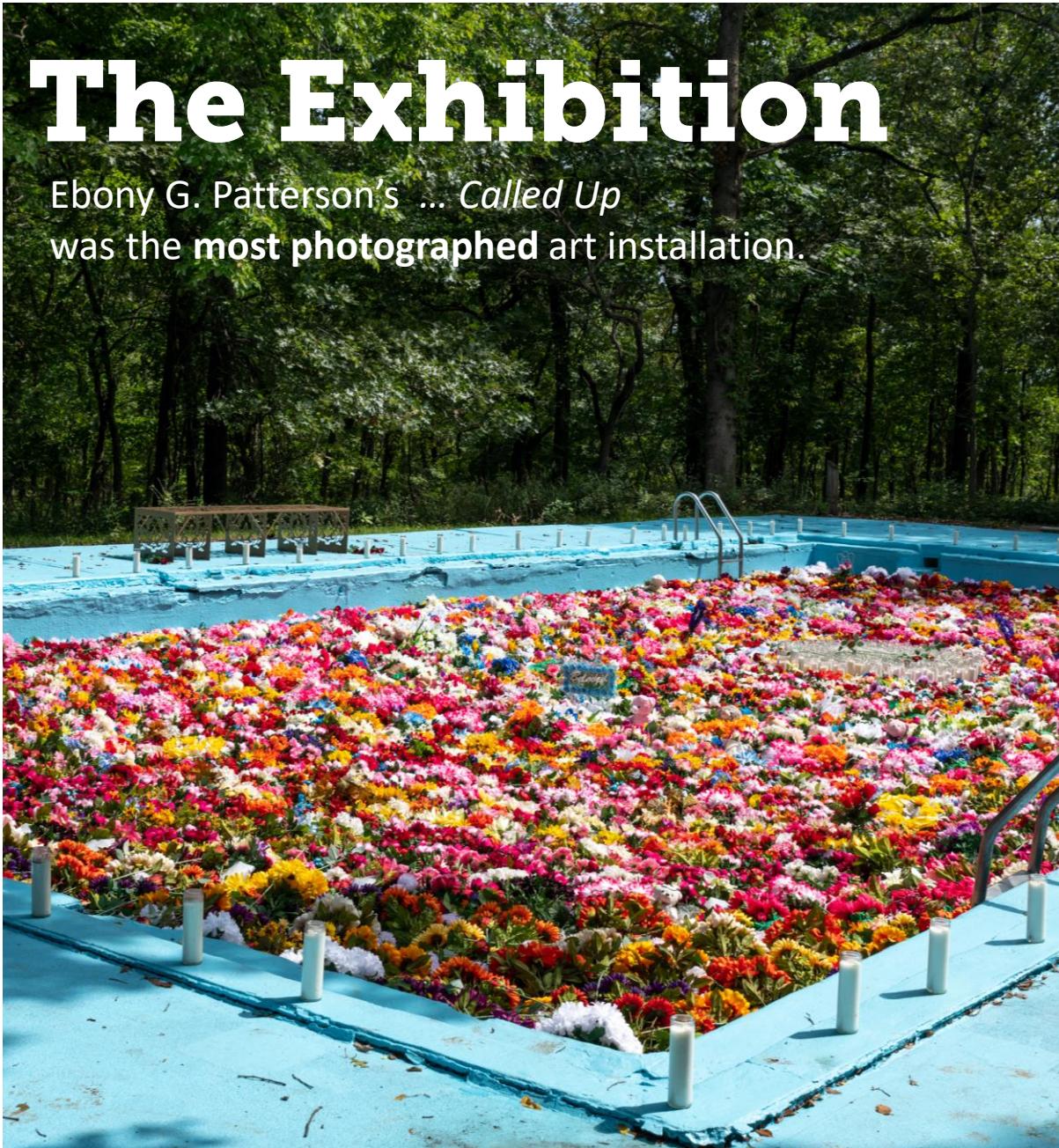
# The Exhibition

Works by more than 40 visual artists across a diverse range of media were installed throughout Kansas City. Swope Park was the Open Spaces hub, but art was installed in all the neighborhoods identified on this map.



# The Exhibition

Ebony G. Patterson's ... *Called Up* was the **most photographed** art installation.



# The Village

More than 40 different performances & activities took place at The Village in Swope Park throughout 62 days.



# Visitors

- More than 65 Art Collectors and Gallery Owners from 10 different states outside of MO and KS
- Art professionals from more than 15 different New York galleries and organizations
- 91 rooms were booked for Open Spaces guests at the host hotel, 21c Museum Hotel, from more than 15 states outside of KS and MO



MITCHELL-INNES & NASH



Sotheby's



AndersonRanch arts center  
create | change

# Attendance



Due to the nature of Open Spaces it was difficult to track attendance at each of the exhibits and installations throughout the 62-day event. A few measures that we were able to track are below:

- **The Village / Swope Park**
  - An average of 600 visitors / week
- **The Weekend**
  - Friday: 956 scanned of 2297
  - Saturday: 3026 scanned of 4341
  - Sunday: 65 of 1,597 \*Due to weather the performance at Starlight was cancelled and moved to The Gem
- **Nick Cave's *Hy-Dye***
  - An average of 100 visitors/day (6,000 total)
- **Randy Regier's *Dreams of Flight***
  - 4,479 total visitors at The National Museum of Toys & Miniatures throughout Open Spaces. 158 of these visitors came specifically for Open Spaces.

# **21C Salon event series**

- Weekly events took place at the 21C Museum Hotel throughout Open Spaces
- Each week had approximately 60 people in attendance for a variety of interviews and panels with Open Spaces artists and influencers in the art community



# Triangle Learning Programs

Anne Gatschet Consulting, LLC develops programs in arts-based learning for businesses, schools and community groups, and designs Triangle Learning Programs. In each Triangle session, an experienced teaching artist leads participants in artistic work and discussion to strengthen perception and creative thinking. Triangle Learning Programs serve all topics of study and welcome all kinds of people. The Triangle Programs for Open Spaces increased engagement and enjoyment of participants in the Open Spaces Exhibition. [angatschet@gmail.com](mailto:angatschet@gmail.com)



**Saturday, September 8, 1:30 – 5 p.m.**  
**Lakeside Nature Center in Swope Park and**  
**Fox Hollow Trail**

This indoor-outdoor concert, workshop, jam session and artist led hike included percussion ensemble arx duo, Mari Yoshinaga and Garrett Arney, who perform and teach nationally and internationally. They collaborated with Open Spaces artist Karen McCoy so the public could explore instrumental and nature sounds together.

**September 6**  
**Live radio broadcast on KOJH radio (Mutual**  
**Musicians Foundation)**

Open Spaces performing artist James McGee interviewed jazz experts on the station of the Mutual Musicians Foundation, KOJH in celebration of the Open Spaces jazz lineup.



**September 20, 5-8 p.m.**  
**KOJH Jazz panel broadcast with live audience at**  
**the Mutual Musicians Foundation.**

The Parker Question: What does Kansas City offer its career jazz musicians. Why should our jazz artists stay?



**Saturday, September 22, 12 – 1 p.m.**  
**Lakeside Nature Center in Swope Park**

A group of children joined multimedia artist Megan Gallant for a 1-hour nature and art experience. Meghan created paper cones in imitation of Open Spaces artist Karen McCoy's "ear trumpets." The workshop used the cones in the woods outside the studio for focusing people's visual field. Children created their own visual artworks with gathered items from outside.

# Triangle Learning Programs continued...



**Saturday, September 22, 1:15 – 3 p.m.**

Multimedia artist, Megan Gallant, worked with a group of adults in a longer and more sophisticated version of the nature art workshop for children.



**Saturday, September 29, 1:15 – 3 p.m.: Harlan Brownlee's Bus Tour of Open Spaces artworks and Creative Movement workshops**

Participants toured works in Swope Park and interpreted them through creative movement with Harlan at SE Community Center in Swope Park.

**Saturday, October 14, 2 – 4 p.m.  
Southeast Library (across the road from the Open Spaces Village in Swope Park)**

Led by KCAI graduate and Charlotte Street fellow Jahaira Aguilar, children and adults looked at photographs of Open Spaces artist, Dylan Mortimer's, painted tree installation in Swope Park, Tree, Broken Tree. Following discussion of how we see trees, Jahaira helped people accomplish tree drawings using various, formal techniques.



**Saturday, October 20, 1 – 5 p.m.  
Open Spaces Poetry Workshop with Jermain Thompson**

Participants wrote reflections on Dreams of Flight by Randy Regier at the KCAI Crossroads Gallery, then walked to the Open Spaces Never Records installation, where Ted Reiderer gave his performance on recorded sound. The session ended with a studio recording and vinyl cut of a collective poem.

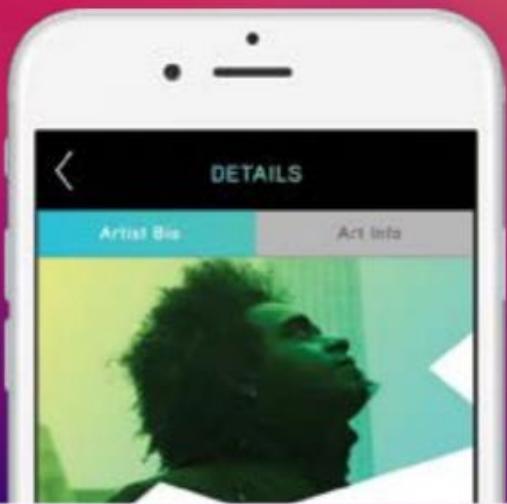


# Web Analytics

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- **Openspaceskc.com Website**
  - 253K page views
  - 60K unique visitors
  - 32K + unique searches
- **Visit KC analytics** for Open Spaces content
  - 7,338 website views
  - 22,218 e-blast open rate

DOWNLOAD  
THE OPEN SPACES APP



1

Discover the array artistic experiences being offered by our exhibition artists and plan your Open Spaces adventure

2

Explore each work, from the artist's vision and initial inspiration to its final presentation.

3

Interact with each piece by providing your feedback and reaction to each work of art with the artist.

4

Share your adventures with your friends and fellow Open Spaces explorers.

PLUS UP-TO-DATE NEWS, EVENT SCHEDULES, AND SO MUCH MORE!



# App Metrics

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- Downloads: **3,706** total Downloads
  - 2,956 iOS
  - 750 Google Play
  - Sunday, September 2nd has had the highest # of downloads with 168 downloads
- Usage:
  - Average # of daily active devices: 166
  - Total # of sessions (where app has been used for at least two seconds): 33,269
  - Average # of sessions per daily active device: 3.04
  - Sunday, October 14th has had the most usage with 424 active devices
  - Sundays are the most active day for the app each week

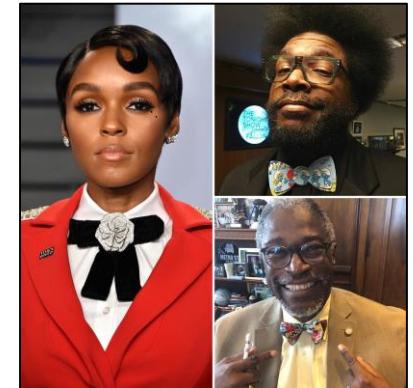


[Janelle Monae's video message to KC](#)  
has had 14K views to date

# Social Media Analytics



- Over 1.4 million social media impressions combined!
- Facebook: 774k impressions (year-to-date)
- Facebook (Paid): 426k impressions
- Facebook page likes: 4,003
- Facebook page followers: 4,145
- Instagram followers: 4,470
- Instagram posts using #openspaceskc: 2,320
- Twitter followers: 991
- Weekly E-blast subscribers: 1,977





# City of Kansas City, MO Outreach

The City of Kansas City, MO, spread the word about Open Spaces to residents and the following organizations through presentations, events, calendar listings, newsletters, utility inserts, mailers, billboards, Nextdoor postings, social media postings, kiosks, news outlets and more.

## Community Groups/Organizations

- Municipal Arts Commission
- Neighborhood Commission
- 18<sup>th</sup> & Vine Policy meeting
- Bike Walk KC
- Downtown Council Board
- KCATA
- Crossroads Neighborhood Association Board
- Crossroads Neighborhood Association
- Folly Encore Group
- Foxtown East and West Neighborhood Associations
- KCMO School District Art Depart. Dir., Communications and Outreach personnel
- Greater Kansas City Chamber of Commerce Ambassadors
- Northeast Chamber of Commerce
- Noble Neighborhood Association
- West Plaza Neighborhood Association
- Kansas City Arts Marketers Group
- African American Artist Collective
- Multiple artist Information Sessions at Swope Park Memorial Club House and Southeast Community Center
- Deca Community Art Project - engaging children in all 10 of the city's community centers – Southeast, Garrison, Westport/Roanoke, Tony Aguirre, Gregg/Klice Marlborough, Hillcrest, Line Creek, Brush Creek, and Kansas City North. (Images: Classroom photos by Natalie Dameron & artwork photos by BH McBride.)

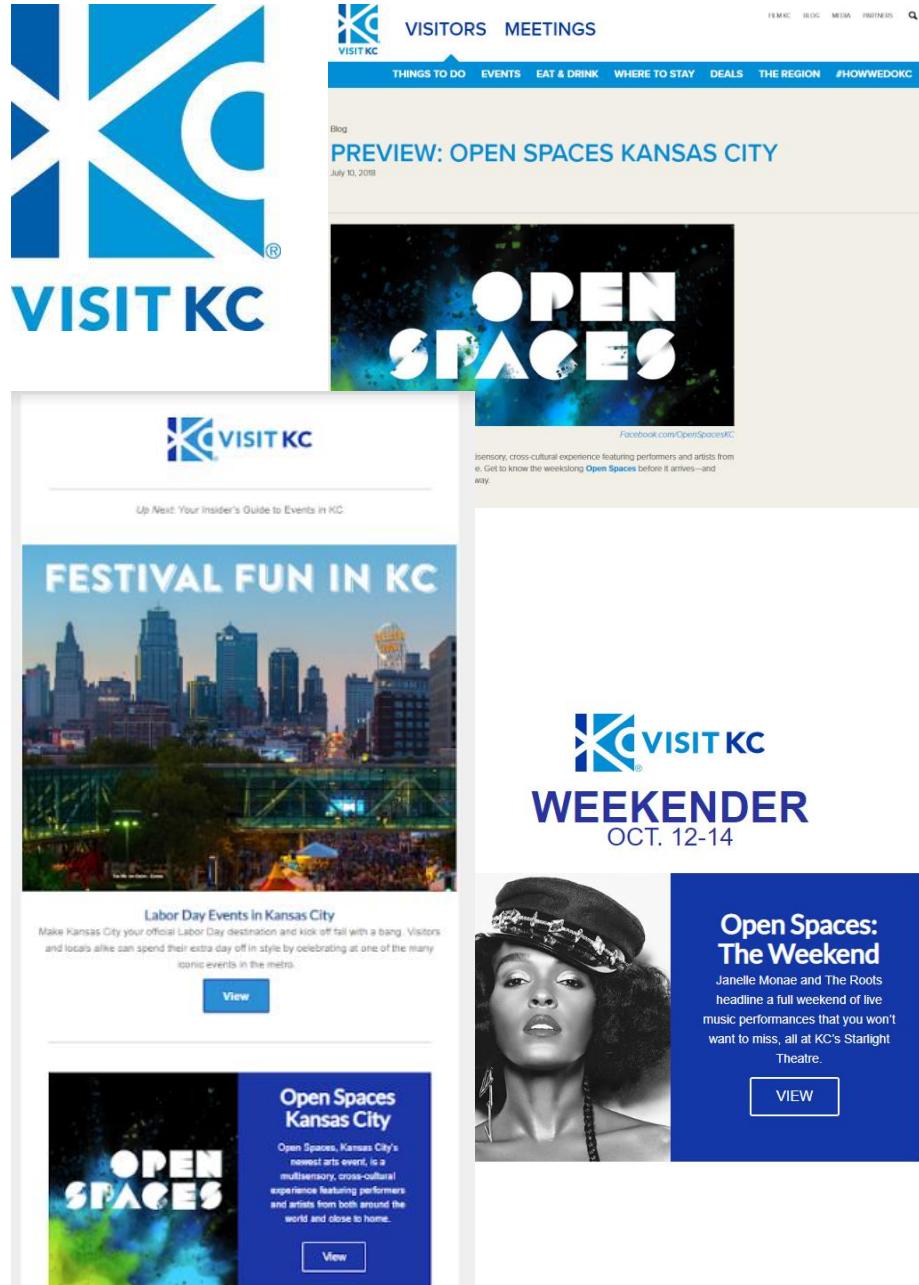


## International Group Leaders

- Colombian Cultural Association
- Kansas City Chinese Association
- Edgar Snow Foundation
- International Relations Council
- People to People International
- World Trade Center

## City of KCMO Departments/ Districts

- Health Department
- City of KCMO Public Info Officers (PIOs)
- 3<sup>rd</sup>, 5<sup>th</sup> and 6<sup>th</sup> district meeting presentations



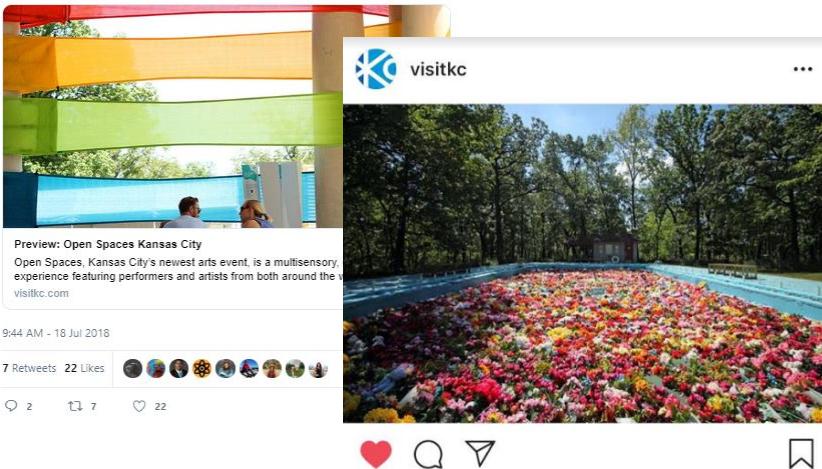
# VisitKC Outreach and Impact

## Digital Content/Email Marketing

- Created a [preview blog post](#) that included key event details in anticipation of the launch, such as a basic festival rundown, a breakdown of the festival's four main components and dynamic photography from the event. The post was shared on several digital channels, including e-newsletters and various social media accounts, accruing 2,100 page views.
- Included Open Spaces events in each Weekender email from Aug. 22 to Oct. 24 (10 sends), totaling more than 22,000 unique opens.
- Listed 5 ongoing events on VisitKC.com resulting in 7,338 pageviews of those events from Aug. 22 – Oct. 23.
- Included in August, September and October editions of Up Next email resulting in 40,600 unique opens and 600 clicks to Open Spaces events. (Screenshot attached)
- Promoted on Events section of VisitKC.com for the duration of the event. During that time the Events page saw 89,000 pageviews.



Arriving next month: [@OpenSpacesKC](#), an all-new, nine-week **#KC** art experience. [#HowWeDoKC](#) [#MWTravel](#)



Visit KC  
September 29 at 7:59 AM · 53  
GIVEAWAY: Win a pair of passes to attend The Weekend, Open Spaces  
KC's premier live music event. Enter by Oct. 3: [bit.ly/2OcPOWf](http://bit.ly/2OcPOWf)



# VisitKC Outreach and Impact

## Public Relations

- Recruited and hosted the following travel writers (Visit KC covered all transportation and hosting costs):
  - Lauren Warnecke, Chicago Tribune, Art Intercepts
  - Adrienne Jordan, Thrillist, Essence, GQ
  - Tim Meinch, Midwest Living
- Assisted with opening weekend press trip of 6 writers
  - Paid for and coordinated transportation (\$2,600)
  - Accompanied both days of tours, offering KC color commentary and journalist support

## Social

- Provided consistent social media support on Instagram, Facebook and Twitter, generating more than 400k social impressions and 6,802 social click throughs to Open Spaces-related content (example screenshots attached)
- [Featured Open Spaces as a notable event](#) during a Visit KC-Sponsored #MWTravel Twitter chat highlighting summer and fall travel to Kansas City
- Executed giveaway via Visit KC's social channels for a pair of weekend passes to Open Spaces' The Weekend, generating 164 entries

THE WALL STREET JOURNAL.



America's Art Scenes Off the Beaten Track  
Day 10: New York and Boston, chapter 11: the Santa Fe and Park Springs section that Open art "inscrutated."

By [Kelly Crow](#)

## Art in America

NEWS & FEATURES   REVIEWS   MAGAZINE   NEWSLETTER   SUBSCRIBE

NEWS Sep 19, 2018  
Mixed Uses: Open Spaces  
Kansas City



DAWN DEGRAFF's FREE FALL: PROPHECY AND FREE WILL IN MILTON'S PARADISE  
LAST PHOTO BY BRIAN RICE

**KANSAS CITY JOINS THE ROSTER OF BIENNIAL CITIES WITH OPEN SPACES**

OSMAN CAN YEREBAKAN

Interview: Janelle Monáe is Coming to Perform at Open Spaces—And It Will Be Everything!

by [MICHAEL MACKIE](#)



# Media Highlights

For a full list of Open Spaces media coverage, [click here](#).

# National Media Highlights

THE WALL STREET JOURNAL

CULTURED

ART

KANSAS CITY JOINS  
THE ROSTER OF  
BIENNIAL CITIES  
WITH OPEN SPACES

OSMAN CAN YERBAKAN



By Kelly Crow



DAWN GERSHUYSEN FREE FALL: PROPHECY  
AND FREE WILL IN MYSTIC'S PARADISE  
LOST. PHOTO BY BRIAN RICE.

The Wall Street Journal, [\*America's Art Scenes Off the Beaten Track\*](#), September 15, 2018

- [circulation: **43.6 Million** unique visitors per month]

Conde Nast Traveler, [\*The Best Places to Visit in August\*](#), June 27, 2018

- [circulation: **807k** unique visitors per month]

Artnet News, [\*The Best and Worst of the Art World this Week\*](#), September 7, 2018

- [circulation: **102k** unique visitors per month]

Art in America, [\*Mixed Uses: Open Spaces Kansas City\*](#), September 19, 2018

- [circulation: **52k** unique visitors per month]

Cultured Magazine, [\*Kansas City Joins the Roster of Biennial Cities with Open Spaces\*](#), September 12, 2018

- [circulation: **34k** unique visitors per month]

Interior Design Magazine, [\*Two New Art Festivals Boost The American Midwest's Culture Quotient\*](#), September 10, 2018

- [circulation: **480k** unique visitors per month]

# Local Media Highlights

Interview: Janelle Monáe is Coming to Perform at Open Spaces—And It Will Be Everything!

by MICHAEL MACKIE



Local artist Shawn Bitters, middle, was joined recently by other artists who helped install Bitters' 3/4-mile participatory piece of art 'Burn Out' along the Rancho D-Lux Trail in Swope Park. Rich Sugg - The Star

GUEST COMMENTARY

Open Spaces festival is much more than an arts exhibition

The Pitch, [What does it mean to be a Kansas City composer? An Open Spaces show takes a stab at it](#), September 27, 2018

IN Kansas City, [Interview: Janelle Monae is Coming to Perform at Open Spaces – And It Will Be Everything!](#), September 27, 2018

The Kansas City Star, [Open Spaces festival is much more than an arts exhibition](#), September 4, 2018

KC Studio, [Open Spaces KC: Surprises on Tap](#), August 29, 2018

KCUR, [A Sneak Peek Into Kansas City's 62-Day Arts Festival, Open Spaces](#), August 24, 2018

The Kansas City Star, [5 things to know about Open Spaces, KC's new, two-month public art experience](#), August 23, 2018



Kansas City, Kan., native Janelle Monáe, who has not performed in Kansas City since 2013, put on a highly-energized show Saturday night at Starlight Theatre. Monáe was captured in photographs by Roy Inman.

By Tammy Ljungblad

NEWS & REVIEWS

Homecoming and coronation: Janelle Monáe dazzles in first hometown show in 5 years



AND SHAKING AT  
OPEN SPACES

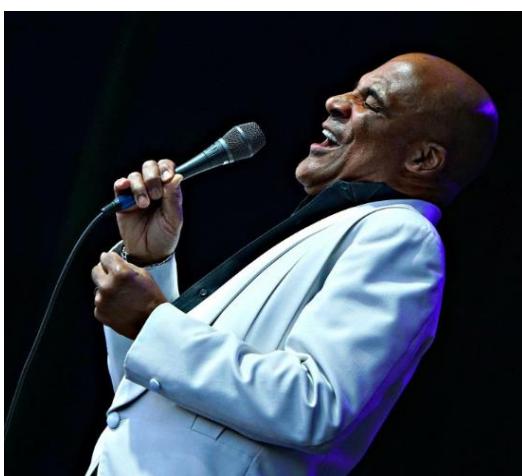
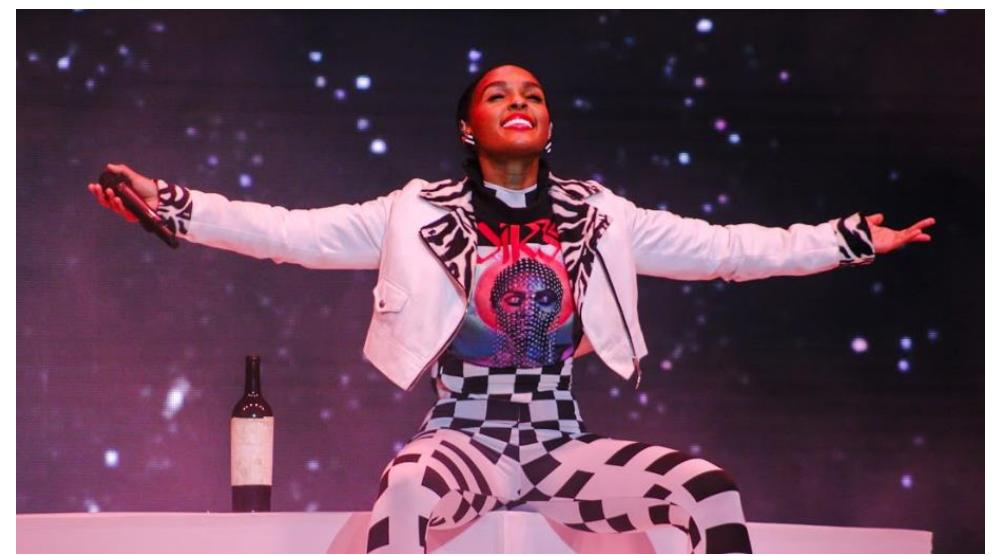
FALLY AFANI — OCTOBER 13, 2018

SHARE ON: [F](#) [T](#)



# Media Highlights from “The Weekend”

- The Kansas City Star, [\*A homecoming and coronation, Janelle Monáe dazzles in first hometown show in 5 years\*](#), October 14, 2018
- The Pitch, [\*Open Spaces 'Weekend,' with Janelle Monáe, the Roots and the Marcus Lewis Big Band, at Starlight Theatre\*](#), October 14, 2018
- I Heart Local Music, [\*The Roots Got Kansas City Moving and Shaking at Open Spaces\*](#), October 13, 2018
- KSHB, [\*Janelle Monáe headlines latest Open Spaces event\*](#), October 13, 2018
- KCUR, [\*Janelle Monáe Plans To Give More Than Music Back To Kansas City\*](#), October 12, 2018
- KCUR, [\*Jazz Artist Hermon Mehari Now Lives In Paris, But He Returns To Kansas City As Often As He Can\*](#), October 12, 2018



# Highlights from The Weekend



# Paid Media

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- Digital Banner Ads (InKC, Visit KC, KC Studio, Dos Mundos)
- Print Ads (Jazz Ambassador, KC Studio, InKC)
- Street Team Fliers (KC Metro, St. Louis, Des Moines, Columbia, Lawrence, Topeka, St. Joe)
- Yard Signs (250)
- Postcards (mailed and distributed around city)
- Posters
- Programs (80,000 program guides were printed, including 25,000 distributed to KC Studio subscriber's August 1 and September 1, and 55,000 for saturation around the city throughout the 10 weeks)



# Paid Media

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- Window Banners (ArtsKC & Visit KC)
- 3 Street Car Stops
- Billboards 4 total (SW Trafficway/SW Blvd 7/30-8/26), (1-35/Mill St. 8/27-10/14), (SW Trafficway/39<sup>th</sup> St 9/3-10/21), (SW Trafficway/25<sup>th</sup> St. 10/1-10/28)
- 6 Jr. Poster boards around downtown
- Radio (89.9 KCUR, 90.9 The Bridge, 96.5 The Buzz, 103.3 KPRS, 107 Magic, X105.5, 97.5 The Vibe, KYYS, KDTD)
- Television (VHI and Jimmy Fallon)

## TV Commercial

OPEN SPACES

JANELLE MONÁE

THE ROOTS

VIJAY IYER SEXTET

THE SOUL REBELS AND RED BARAAT | MARCUS LEWIS BIG BAND, MCFADDEN BROTHERS AND SANKOFA DANZAFRO | HERMON MEHARI QUARTET, DAKHABRAKHA AND INNOV GNAWA

OCTOBER 12-14

-0:07 HD